



Center for
ENTREPRENEURSHIP

Universiteit Utrecht



Apply your knowledge

Make a difference

Introductory course

Essentials of Business and Entrepreneurship

- Elective course for Bachelor students from all disciplines
- Use your academic knowledge to deliver products and services
- Help create economic and social value

The course is offered to you by the Center for Entrepreneurship (CfE), a cooperation of people from academics and the business environment. They aim to encourage an entrepreneurial attitude in general by providing entrepreneurship education, practical support and by doing research. CfE is part of Utrecht University School of Economics (USE)

Put theory into practice successfully

Entrepreneurship is all about creating value. It is about enhancing the financial returns, about improving social and environmental aspects. Utrecht University aims to play a prominent role in this societal improvement by encouraging an entrepreneurial attitude in students.

The course "Essentials of Business and Entrepreneurship" provides insights into innovation processes and is relevant to Bachelor students from all disciplines interested in learning to:

- Identify and evaluate opportunities
- Creatively acquire and combine resources
- Execute plans and adapt to unforeseen events

The world changes and we need to redevelop what is made, how it is made, where to sell, how to distribute, all while taking into consideration the consequences for the world around us.

Some entrepreneurial people start their own business, but we also need people who seek opportunities for improvement inside larger organizations in business, government, education and health care.

Study academic entrepreneurship

The course "Essentials of Business and Entrepreneurship" is offered as an elective at various times during the academic year and it is open to Bachelor students from all disciplines.

- Study basics of strategy, management, marketing, operations and finance
- Work with students from different backgrounds
- Prepare for your career in any organization

Students study articles on entrepreneurship and work in teams to apply their knowledge to a business plan for a product or service relevant to their scientific discipline.

Want more? Continue with a minor in Entrepreneurship

After the introductory course, you can continue with the Venture Marketing and Venture Finance courses. To complete the minor Entrepreneurship from the Utrecht University School of Economics (USE) you can do an elective or an internship.

If you want more information on the introductory course or minor please check the website www.uu.nl/leg/entrepreneurship or e-mail: studentdesk.use@uu.nl.



Seeing that it is very likely that I will find a job in business after finishing my studies in Chemistry, I wanted to learn more about business. I am pleased to say that the Essentials of Business and Entrepreneurship course has given me a thorough grounding in the subject in a good, interactive manner. Besides the courses in Venture Finance and Venture Marketing, I intend finishing off the Entrepreneurship minor by doing an internship with a chemical firm in England. With this experience behind me, I certainly won't be starting off in business as a dummy!

Nienke Peters, student Chemistry Utrecht University